



**Commonwealth of Massachusetts  
Health Care Quality and Cost Council  
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**JUDYANN BIGBY, M.D.**  
Chair

**KATHARINE LONDON**  
Executive Director

**Communication and Transparency Committee  
Meeting Minutes**

Wednesday, October 3, 2007  
3:00 a.m. – 4:45 p.m.  
One Ashburton Place 21<sup>st</sup> Floor, Room 1  
Boston, MA

Attendees: JudyAnn Bigby, Elizabeth Capstick, Kevin Beagan, David Friedman, Joseph Lawler, Shannon Linde, Katharine London, Dolores Mitchell, Quentin Palfrey, Robert Seifert, Gregory Sullivan

*David Friedman called the meeting to order at 3:00 p.m.*

**I. Overview of Committee's Responsibilities:**

The Committee approved David Friedman as chair of the Communications and Transparency Committee (C&T). The Committee reviewed HCQCC Enabling Statute and discussed the charges to the C&T Committee. The C&T Committee is charged with communication development related to the HCQCC website project. The Committee will work closely with the contracted vendor *SolomonMcCown&* as they communicate the Council's work and goals to the public.

**II. Review of Communications and Transparency work previously done by the Communications, Quality and Cost Committees**

The Committee reviewed an initial list of quality indicators put together by the Quality Committee in the previous committee structure. The list presented to the C&T Committee was cut down from an extensive list of quality measures. All of the quality measures listed can be applied to MA specific data. In reviewing the measures, members requested that the extensive list of measures previously presented to the Quality Committee be presented for review, along with the principles for selection. The Communications Committee previously worked on the Communications and Web Design RFP, while the Cost Committee worked on the Data Collection Regulation and the Health Claims Data Manager RFP.

**III. Communications and Web Design Update**

The Committee reviewed the draft Telephone Survey questions proposed by Opinion Dynamics. The survey will be a random digit dial survey of approximately 500 MA residents. The data compiled will be used by the Council and the Communications Consultant to design the Council's website in a consumer friendly format, to identify market segments likely to use the website early on, to identify areas where the council needs to provide further consumer education, and to develop messaging for

the Council's Communication materials. Committee members reviewed sections of the survey proposed and recommended changes to ask consumers about data regarding health care services provided by clinics and physicians, rather than just by hospitals and to ask consumers about the usefulness of particular quality and cost measures. The Committee discussed the appropriateness of excluding cell phone numbers from the survey and issues related to language barriers and education. The Committee agreed that questions should be very specific in asking what we need to know. Members agreed to review the questions and individually make any additional suggestions to Katharine London to be sent to Opinion Dynamics before 4:00 pm the next day.

#### **IV. Goals and next steps/ what we need to adopt re: communications**

The Committee briefly discussed the need to formally establish principals for selecting cost and quality measures to be posted. Committee members discussed finding measures that are useful to consumers, useful to clinicians, accurate and reliable. Committee members are encouraged to send their ideas to Katharine London. There will be further discussions during the next Committee meeting on November 7, 2007.

**Meeting adjourned at 4:30pm**